

ORDER



Orders

Order / Rev: 695844

Alt Order #:

Product Desc: McCaskill for Senate 2012

Estimate: 11279

Flight Dates: 10/08/12 - 10/15/12

Original Date / Rev: 10/18/12 / 10/18/12

Order Type: Political

KSDK

Primary AE: Local House

Sales Office: KSDK

Sales Region: LOC

Agency

Name: Media Strategies

Buying Contact:

Billing Contact:

9990 Lee Hwy #210

Fairfax, VA 22030

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: McCaskill, C/ D/ Senate

Demographic: A25-54

Product Codes: PL-US Senate

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	80	\$84,325.00	\$71,676.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	80	\$84,325.00	\$71,676.25	0.00
Totals	80	\$84,325.00	\$71,676.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	40%	\$84,325.00
Market	100%	\$210,812.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	0%	\$0.00
UNKWN	60%	\$126,487.50
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/09/12	10/11/12	M-F 5-6A 5-6a	CM	5-6A	- 111 - - -	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- 111 - - -			3		\$250.00		0.00				
2	KSDK	10/08/12	10/12/12	M-F 6-7A 6-7a	CM	6-7A	1111 - - -	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 695844
 Alt Order #:
 Flight Dates: 10/08/12 - 10/15/12

Advertiser: McCaskill, C/ D/ Senate
 Product Desc: McCaskill for Senate 2012
 Estimate: 11279

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	10/08/12	10/12/12	M-F 6-7A 6-7a	CM	6-7A	1111---	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1111---			4		\$750.00		0.00				
3	KSDK	10/15/12	10/15/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$900.00		0.00				
4	KSDK	10/08/12	10/12/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	11112--	:30	6	\$675.00	P-2	0.00	NM	6	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	11112--			6		\$675.00		0.00				
5	KSDK	10/15/12	10/15/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$825.00		0.00				
6	KSDK	10/13/12	10/13/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$225.00		0.00				
7	KSDK	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$400.00		0.00				
8	KSDK	10/13/12	10/13/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$400.00		0.00				
9	KSDK	10/14/12	10/14/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$200.00		0.00				
10	KSDK	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$400.00		0.00				
11	KSDK	10/09/12	10/09/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	-T-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$350.00		0.00				
12	KSDK	10/10/12	10/10/12	M-F 10-11A News at 10am	CM	10-11A	--W----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----			1		\$200.00		0.00				
13	KSDK	10/12/12	10/12/12	M-F 11-12P Today Show III	CM	11A-12P	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--			1		\$250.00		0.00				
14	KSDK	10/08/12	10/08/12	M-F Noon News Noon News	CM	12-1230p	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----			1		\$300.00		0.00				
N15	KSDK	10/15/12	10/15/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	M-----	:30	1	\$250.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$250.00		0.00				

Order / Rev: 695844
 Alt Order #:
 Flight Dates: 10/08/12 - 10/15/12

Advertiser: McCaskill, C/ D/ Senate
 Product Desc: McCaskill for Senate 2012
 Estimate: 11279

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	KSDK	10/09/12	10/12/12	M-F 430-5p Jeopardy	CM	430-5p	- 1111 - -	:30	4	\$450.00	P-3	0.00	NM	6	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	- 1111 - -			4		\$450.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/08/12-10/14/12		M-F 430-5p		430-5p	- TWThF - - - -	:30		(\$450.00)		0.00	NM		
		See MG 21.5,21.6,21.7,21.8,21.9,21.10 [LUR is \$500.]													
2	KSDK	10/08/12-10/14/12		M-F 430-5p		430-5p	- TWThF - - - -	:30		(\$450.00)		0.00	NM		
		See MG 21.5,21.6,21.7,21.8,21.9,21.10 [LUR is \$500.]													
3	KSDK	10/08/12-10/14/12		M-F 430-5p		430-5p	- TWThF - - - -	:30		(\$450.00)		0.00	NM		
		See MG 21.5,21.6,21.7,21.8,21.9,21.10 [LUR is \$500.]													
4	KSDK	10/08/12-10/14/12		M-F 430-5p		430-5p	- TWThF - - - -	:30		(\$450.00)		0.00	NM		
		See MG 21.5,21.6,21.7,21.8,21.9,21.10 [LUR is \$500.]													
5	KSDK	10/11/12-10/11/12		Prime Political Program		8-10p	- - - Th - - - -	:30		\$3,000.00		0.00	NM		
		Ⓜ MG for 21.1,30.1,21.4,41.1,36.1,21.2,21.3 [n/a]													
6	KSDK	10/08/12-10/08/12		Mon Prime Other		7-9p	M - - - - - - - -	:30		\$3,500.00		0.00	NM		
		Ⓜ MG for 21.1,30.1,21.4,41.1,36.1,21.2,21.3 [n/a]													
7	KSDK	10/09/12-10/12/12		M-F 430-5p		430-5p	- TWThF - - - -	:30		\$500.00		0.00	NM		
		Ⓜ MG for 21.1,30.1,21.4,41.1,36.1,21.2,21.3 [n/a]													
8	KSDK	10/09/12-10/12/12		M-F 430-5p		430-5p	- TWThF - - - -	:30		\$500.00		0.00	NM		
		Ⓜ MG for 21.1,30.1,21.4,41.1,36.1,21.2,21.3 [n/a]													
9	KSDK	10/09/12-10/12/12		M-F 430-5p		430-5p	- TWThF - - - -	:30		\$500.00		0.00	NM		
		Ⓜ MG for 21.1,30.1,21.4,41.1,36.1,21.2,21.3 [n/a]													
10	KSDK	10/09/12-10/12/12		M-F 430-5p		430-5p	- TWThF - - - -	:30		\$500.00		0.00	NM		
		Ⓜ MG for 21.1,30.1,21.4,41.1,36.1,21.2,21.3 [n/a]													
22	KSDK	10/15/12	10/15/12	M-F 430-5p Jeopardy	CM	430-5p	M - - - - -	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	M - - - - -			1		\$550.00	0.00					
23	KSDK	10/08/12	10/12/12	M-F 4P News News 5 at Four	CM	4-430P	11 - 11 - -	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	11 - 11 - -			4		\$600.00	0.00					
24	KSDK	10/09/12	10/12/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	- 1111 - -	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	- 1111 - -			4		\$1,500.00	0.00					
25	KSDK	10/15/12	10/15/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M - - - - -	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	M - - - - -			1		\$1,875.00	0.00					
26	KSDK	10/15/12	10/15/12	M-F 5P News News Channel 5 at 5P	CM	528-530p NIGHTL (5:28 PM-5:30 PM)	M - - - - -	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	M - - - - -			1		\$2,700.00	0.00					
27	KSDK	10/08/12	10/12/12	M-F 5P News News Channel 5 at 5P	CM	528-530p NIGHTL (5:28 PM-5:30 PM)	1 - 1 - - - -	:30	2	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	1 - 1 - - - -			2		\$2,250.00	0.00					
28	KSDK	10/08/12	10/12/12		CM	6-630P	11 - 11 - -	:30	4	\$1,650.00	P-2	0.00	NM	4	\$6,600.00

Order / Rev: 695844
 Alt Order #:
 Flight Dates: 10/08/12 - 10/15/12

Advertiser: McCaskill, C/ D/ Senate
 Product Desc: McCaskill for Senate 2012
 Estimate: 11279

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
M-F 6P News News Channel 5 at 6P																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	11-11--					4	\$1,650.00		0.00					
29	KSDK	10/15/12	10/15/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----					1	\$2,025.00		0.00					
30	KSDK	10/13/12	10/13/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$400.00	P-3	0.00	NM	0	\$0.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S-					1	\$400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1	KSDK	10/08/12-10/14/12		Sat 5p			5-530P	-----Sa--	:30	(\$400.00)		0.00	NM				
See MG 21.5,21.6,21.7,21.8,21.9,21.10 [Prgm Change Notre Dame]																	
31	KSDK	10/14/12	10/14/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S					1	\$500.00		0.00					
32	KSDK	10/08/12	10/12/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	111-1--	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	111-1--					4	\$1,500.00		0.00					
33	KSDK	10/15/12	10/15/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$1,950.00	P-2	0.00	NM	1	\$1,950.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----					1	\$1,950.00		0.00					
N34	KSDK	10/13/12	10/13/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$500.00	P-3	0.00	NM	0	\$0.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S-					1	\$500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1	KSDK	10/08/12-10/14/12		630-7P Wheel Sat			630-7P	-----Sa--	:30	(\$500.00)		0.00	NM				
See MG 34.2 [NA/Oversold]																	
2	KSDK	10/13/12-10/13/12		630-7P Wheel Sat			630-7P	-----Sa--	:30	(\$750.00)		0.00	NM				
Ⓜ Credited [credit]																	
35	KSDK	10/15/12	10/15/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----					1	\$375.00		0.00					
36	KSDK	10/15/12	10/15/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$2,800.00	P-3	0.00	NM	0	\$0.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----					1	\$2,800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1	KSDK	10/15/12-10/21/12		Mon Prime Other			7-9p	M-----	:30	(\$2,800.00)		0.00	NM				
See MG 21.5,21.6,21.7,21.8,21.9,21.10 [LUR is now \$3500]																	
37	KSDK	10/09/12	10/09/12	Tue Prime A The Voice	CM	7-8P	-T-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-T-----					1	\$3,500.00		0.00					
38	KSDK	10/09/12	10/09/12	Tue Prime C Parenthood	CM	9-10P	-T-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-T-----					1	\$1,500.00		0.00					
								10/10/12						1	\$2,200.00		
								CM						P-3	0.00 NM		

Order / Rev: 695844
 Alt Order #:
 Flight Dates: 10/08/12 - 10/15/12

Advertiser: McCaskill, C/ D/ Senate
 Product Desc: McCaskill for Senate 2012
 Estimate: 11279

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
39	KSDK	10/10/12		Wed Prime B Law & Order: SVU		8-9P	--W----	:30		\$2,200.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1				\$2,200.00		0.00			
40	KSDK	10/11/12	10/11/12	Thu Prime A 30 Rock/ Up All Night	CM	7-8P	---T---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---T---		1				\$1,000.00		0.00			
41	KSDK	10/11/12	10/11/12	Thu Prime C Rock Center with BW	CM	9-10P	---T---	:30	1	\$1,400.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---T---		1				\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	10/08/12-10/14/12	Thu Prime C		9-10P	---Th----	:30		(\$1,400.00)		0.00	NM		
		See MG 21.5,21.6,21.7,21.8,21.9,21.10 [Prgm Change] debate													
42	KSDK	10/12/12	10/12/12	Fri Prime A Fri Prime A	CM	7-8P	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$1,000.00		0.00			
43	KSDK	10/12/12	10/12/12	Fri Prime C Dateline	CM	9-10P	----F--	:30	1	\$1,650.00	P-3	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$1,650.00		0.00			
44	KSDK	10/13/12	10/13/12	Sat Prime C Law & Order: SVU	CM	9-10P	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$600.00		0.00			
45	KSDK	10/08/12	10/12/12	LN (M-F) LN (M-F)	CM	10-1035p	1-111--	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	1-111--		4				\$1,800.00		0.00			
46	KSDK	10/15/12	10/15/12	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$2,250.00		0.00			
47	KSDK	10/13/12	10/13/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$1,500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	10/08/12-10/14/12	LN (Sa)		10-1035p	-----Sa--	:30		(\$1,500.00)		0.00	NM		
		See MG 47.2 [Rate s/b \$1,800]													
	2	KSDK	10/08/12-10/14/12	LN (Sa)		10-1035p	-----Sa--	:30		\$1,800.00		0.00	NM		
		Ⓜ MG for 47.1 10/13 [revised rate]													
48	KSDK	10/14/12	10/14/12	Post NFL News Post NFL Late News	CM	Various	-----S	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$1,350.00		0.00			
49	KSDK	10/08/12	10/08/12	Tonight Show Tonight Show	CM	1035-1137p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1				\$450.00		0.00			
50	KSDK	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1035-1137p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$450.00		0.00			

Order / Rev: 695844
 Alt Order #:
 Flight Dates: 10/08/12 - 10/15/12

Advertiser: McCaskill, C/ D/ Senate
 Product Desc: McCaskill for Senate 2012
 Estimate: 11279

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
51	KSDK	10/11/12	10/11/12	Late Night	CM	1135p-1235x	---T---	:30	1	\$125.00	P-3	0.00 NM	1	\$125.00
Late Night w/Jimmy Fallon														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12		10/08/12	10/14/12	---T---	1		\$125.00		0.00					
												Totals	80	\$84,325.00